



Contact: Kimberly Evans
555 Wright Way
Carson City, NV 89711
Office: (775) 684-4554
Cellular: (775) 721-4479

FOR IMMEDIATE RELEASE

News From: Investigation Division
PHARM-net Task Force

January 19, 2006

Nevada Department of Public Safety Educational Outreach Targets Parents of Teen Prescription Drug Abusers

Second television and print campaign shifts focus from teen to parent

Carson City, NV~ The Nevada Department of Public Safety (DPS) and the Nevada State Board of Pharmacy unveiled a television campaign this week, targeting the parents of teens who may be abusing prescription drugs. The parent-targeted public service announcement highlights the serious and oftentimes fatal consequences of teen prescription drug abuse via television programming on local network and cable stations in northern and southern Nevada. Additional ads placed in the Elko Daily Free Press and in family magazines sent to parents of Washoe and Clark County students will complement the television media placement. A national informational website www.painfullyobvious.com is also included in the campaign. DPS aired a similar spot targeting only teens in the fall of 2004.

According to the PHARM-Net Task Force, it is estimated that nearly 30 percent of Nevada teens between the ages of 12 and 17 have abused prescription drugs. Painkillers such as Lortab and Vicodin are most commonly abused by teens in the state. Focus group discussions conducted by DPS in Las Vegas revealed that Nevada teens believe their peers abuse prescription drugs because it is an inexpensive high that is easier to get, conceal and take without drawing suspicion.

Based upon these focus group observations, the television script is tailored to emphasize the serious consequences of abuse, including shaking, vomiting, skin rash and hair loss. "Our research tells us that teens are more frightened of the embarrassment of these side effects than they are of dying from the abuse," explains Jerry Hafen, Deputy Chief of the DPS Investigation Division. "In tailoring these spots to parents, we talk about how it is their responsibility to keep prescription drugs away from their children and how important it is to talk to them about the seriousness of abuse," he continued.

The public service announcement is funded by a grant from the US Department of Justice and will run through the end of March. Print advertising will continue through June 2006. The "Painfully Obvious" teen drug abuse website featured in the DPS campaign is hosted by Purdue Pharma and is designed to educate parents, teachers and students about the dangers of prescription drug abuse.

For more information about prescription drug abuse, visit www.painfullyobvious.com or contact the Prescription Controlled Substance Abuse Prevention Task Force toll free at 1-888-8-TEENRX about the DPS campaign. The PHARM-Net Task Force consists of DPS Investigation Division, the Las Vegas Metro Police Department and the Federal Drug Enforcement Administration (DEA). These agencies investigate the diversion of lawfully controlled substances into unlawful areas of distribution

###

